

## CLAIMS

1. A method for providing demographic information on a computer network user to machines in the computer network, comprising the acts of:
  - (a) obtaining demographic information on the computer network user;
  - (b) associating at least a portion of the demographic information to a remote page request, the remote page request being directed to a remote server machine in the computer network; and
  - (c) transmitting the remote page request with at least the portion of the demographic information to the remote server machine over the computer network.
2. A computer implemented method for utilizing demographic information over a network of computers, comprising the acts of:
  - (a) identifying a user that has accessed a remote web page over the network;
  - (b) retrieving demographic information associated with the user; and
  - (c) modifying the remote web page for the user based on the demographic information or selecting a previously modified version of the remote web page for the user based on the demographic information.

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